



Press Release

Expway's innovative software for TV over mobile now deployed in more than 1 million mobile devices worldwide

Amsterdam (Netherlands), September 11, 2007 - Expway, the leading provider of Electronic Service Guides for Mobile TV, today announced that its FastESG™ client software has been deployed in more than one million DVB-H mobile telephones and portable media players worldwide.

FastESG™ is an IPDC-compliant and OMA-compliant technology solution that enables subscribers to access, watch and interact with Mobile TV content.

"The one-million mobile device mark is an achievement which demonstrates that operators worldwide are trusting Expway's software solutions to deliver the best mobile TV services to their customers," states Expway Sales Director Nicolas Andrieu. "The fact that the one million device mark has been passed in just one year shows the strength of the emerging DVB-H mobile TV market."

Expway is the first company worldwide to have deployed an end-to-end Electronic Service Guide compliant with DVB-IPDC for a commercial TV over mobile service. Since its 2006 pioneering launch in Italy, Expway has actively participated in the deployment of Mobile TV worldwide by supporting interoperability initiatives in the BMCO forum and the OMA test camps. Its customers include H3G Italia Vodafone Italia, Telecom Italia and PMSI.

"The foundations for Expway's continuing success in the promising Mobile TV market are laid: we leverage our expertise, our experience in commercial deployments and the unique architecture of our FastESG™ solution. We are helping operators to deploy new innovative Mobile TV services based on open standards. They can generate new revenue streams while avoiding getting locked into proprietary systems" added Claude Seyrat, VP Marketing and Strategy at EXPWAY.

About EXPWAY

EXPWAY was created in 2000 and is headquartered in Paris (France). The company will be attending IBC, the content creation, management and delivery trade show, from September 7 to 11, 2007 in Amsterdam, Netherlands (EXPWAY, Mobile Zone Hall 12, Booth 385).

EXPWAY is recognized as the leading provider of content-rich Electronic Service Guide (ESG) solutions delivered over cellular, broadband and broadcast networks. EXPWAY's solutions allow Operators and Broadcasters to provide compelling mobile TV and IPTV services to their customers, generating ARPU growth. EXPWAY derives its technological leadership from its ongoing work on standardization and a strong focus on innovation. EXPWAY solutions have been deployed by leading Broadcasters and Operators in Italy (TIM, H3G, Vodafone), Japan (NTT) and the Philippines (PMSI) and by major manufacturers currently providing services to more than one million users.

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<http://expway.com/information.php> or visit us: www.expway.com